

Opens Sales Drive

National Journal Cuts Subscription

The National Journal, a weekly Washington-based publication that reports on the federal government, yesterday announced a substantial reduction in annual subscription prices and a new sales drive as part of an agreement with Holt, Rinehart and Winston, the New York book publisher.

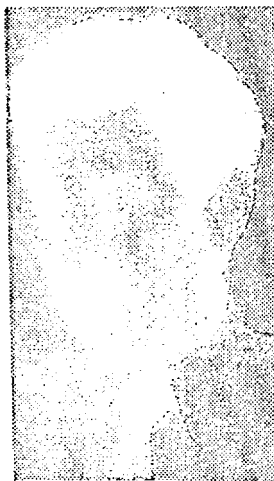
Key elements of yesterday's announcement included:

- A reduction to \$200 from \$450 a year for a subscription to the National Journal, which now has a paid circulation of 3,500. Of the current total, about 800 are subscribing on a trial basis; the total circulation has increased 250 per cent in the last 12 months. Subscription times will be extended for persons who paid the higher rate.

- Holt, Rinehart's world wide sales staff will become agent for the Journal; the company's staff sells periodicals to libraries, colleges and schools, business firms, trade associations, and governments as well as the general public. The book publisher agreed to provide the Journal with a guaranteed revenue base from the sales effort; amount of the guarantee was not disclosed.

- The New York firm and Center for Political Research, National Journal's parent firm, will develop information services, new publications, audio-visual systems and research work in a joint venture.

Founded here in 1969, the National Journal has experienced a rapid turnover of editorial personnel. Earlier this year, Cliff Sessions resigned as editor and publisher; in Sep-



JOHN F. BURBY

tember, he joined the communications staff of the American Bankers Assn.

His successor as editor is John F. Burby, former reporter, press secretary to California Gov. Edmund (Pat) Brown (1960-66), special assistant to Transportation Secretary Alan S. Boyd and most recently special assistant to director Irvine H. Sprague of the Federal Deposit Insurance Corp. He was a Nieman Fellow at Harvard in 1959 and his first book, "The Great American Motion Sickness," was just published.

CPR chairman F. Randall Smith said another key appointment recently was that of Stanley J. Hinden to senior editor. Most recently Hinden was a Washington correspondent for Newsday.

Total employment at the National Journal is about 90, including about a dozen researchers whose work is done for private clients and not publication. The firm is also engaged in a "brisk" reprint business, said marketing director Carl Bloom.

4 MAR 1970

Orig Center for Political Research

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National Journal

P-Aug, Stephen M.

P-Schroth, Thomas N.

Soc. U. of Congressional Quarterly

P-Riddewerger, Peter

P-Cottin, Jonathan

Orig under National Journal

CPR Hopes to Make It After Real Infighting

Center and Journal Offer A What's What in Capital

By STEPHEN M. AUG
Star Business Writer

At the Center for Political Research, it's understood that nobody has been fired in nearly a month.

And at CPR—one of Washington's newest research and publishing operations—that fact alone could be significant. Because since its inception more than a year ago, CPR and its National Journal have been torn by almost continual internal upheaval.

But there are other signs of managing editor (now editor) Cliff Sessions to the office on a Sunday and fired retroactively to the previous Friday.

And Joseph Foote, former legal editor of CQ. He was invited to breakfast at the Mayflower by F. Randall Smith, CPR board chairman—and fired.

For a while, it seemed to some, people just disappeared, including about 15 leading staff members. Said one staff member who still works there: "We never know exactly who has left or why, because they never announce anything. People just disappear. Sometimes you hear rumors that a reporter has been fired; other time the rumors come first and then he's fired."

But whether they left under fire or quit—or if they are still employed there—CPR staff members seem agreed that at least in its inception, the center and National Journal basically represent a good idea.

Formed Last Year

The Center for Political Research was formed in early 1969 by Schroth and his two backers—J. Randall Smith and Anthony C. Stout. They believed that because the federal government is so vast and complex, and the volume of information it provides has become so immense, those who must keep up with government activities are faced with time-consuming sorting and analytical problems.

To overcome this, CPR provides—on a contract basis—a constantly updated computerized file of relevant facts concerning government. Some of this material is published weekly in the National Journal, which CPR considers a readable summary of information.

Journal subscribers—those who pay \$1,050 a year—also get 48 computer query units included. One unit might supply a biography of an individual in government and a listing of the programs he directs. For 36 units, the computer might produce a 40-page research report on federal water pollution control programs. On a contract basis, such a report would probably cost \$500—and CPR would explore specified areas within it for an additional fee.

Management contends the magazine is more than just a lot of government handouts. "Our organization is focusing not so much on an event or an issue, but on its environment—the political forces at work both inside and outside of government," Sessions told an interviewer.

A recent issue, for example, explored Peter M. Flanigan, one of President Nixon's principal aides; examined the resignation of Leon E. Panetta, and discussed New Mexico politics. An early issue contained an in-depth study of the Federal Communications Commission, including biographies of key staff members, key commission votes and an unusual chart outlining the performance of hearing examiners.

Rumors Rampant

As with many new publications, the Journal has consistently been surrounded with rumors it was not going to make it. Smith said in a recent interview, however, that while about \$1 million of his and Stout's money already had gone into the center, "we are quite confident we have enough money to make the thing go."

Much of the money came from the sale of a computer peripheral equipment manufacturer in which he invested in 1967. "It was a broken-down, bankrupt company when I bought it," he said. But 500,000 to 600,000

and other investors had bankrolled it, found new management and sold it.

Before organizing CPR and its magazine, Smith and Stout tried unsuccessfully to buy Congressional Quarterly.

As a result, he hired Schroth, some of his friends and—when the administration changed, Cliff Sessions, former Atty. Gen. Ramsey Clark's public information director—set up a new service.

For about eight months the fledgling group scoured Washington gathering stories for a magazine that—while it went to press—never got out of the building. For newsmen used to having their copy read these were frustrating days.

But, as one former employee recalls, "in the early months it was enormously exciting. We were putting together a brilliant staff. It was one of the really exciting experiences of my journalistic career."

Argument Reported

Apparently, however, Schroth and Smith began to argue. "The real problem was that Randy wouldn't let Tom Schroth do anything—like setting up a sales program, or start culling our list for charter subscribers... He (Smith) just started insinuating himself more and more. He and Tom had a big fight at one point about two copyboys we hired. The line between editor and ownership became blurred."

Schroth was shunted further aside, with Smith making most of the management decisions and Sessions running the magazine.

The wave of dismissals and resignations apparently largely ended last January when Schroth resigned and Sessions was named editor.

Can CPR succeed?

While conceding the operation has "had a turnover," Sessions said it's partly the result of the magazine's own personnel policies. "We started out looking

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Center for Political Research

Here's a new way to improve your use of
National Journal.

With this new index format, you can run
down the entries with pencil in hand
checking the ones that concern you.

There's room, too, to write a staff
person's initials by the entry so
he'll know you want him to look at
the article.

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A.B.

This is
incomplete.

Fill only.

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A specialized information system for the man whose decisions ----- require immediate, reliable analysis of government actions

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The Center for Political Research has developed a new system combining investigative journalism with modern information technology, to acquire, correlate, analyze and cross-index the mass of information generated by and about the federal government. All major developments in all branches of government are examined on a day-to-day basis and computer indexed for instant retrieval. This is the only system monitoring all parts of the federal government. Actions affecting each part are systematically examined to determine their impact upon the entire government process. This means that, for the first time, accurate and relevant information is available with sufficient immediacy to effectively aid the decision making process. If facts about government actions are important to your decisions, the CPR system will prove a unique and economical aid.

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August 29, 1969

File
P-Hamilton, Andrew
soc. u. o. i. National
Journal

*Orig. Center for
Political Research*

*Orig. under
Hamilton*

Dear Joe,

Here are two pre-publication copies of our work. We hope to start actual publication in 4 or 5 weeks. If you have any comments on content or format, I would welcome them as your unofficial views.

Yours truly,

Andrew Hamilton

Andrew Hamilton

Attachments

Joseph C. Goodwin
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Administration

Health

Dr. Roger O. Egeberg named Asst. HEW Secretary for Health and Scientific Affairs June 28. President warned July 10 that nation is headed for "massive crisis" in delivery of health care without immediate federal and private action. Same day, White House announced moves to avert crisis, including cost cutbacks.

Manpower

Labor Secretary Shultz reorganized Manpower Administration in March. Closure of 59 of the 113 Job Corps camps announced in February. Job Corps transferred from Office of Economic Opportunity to Labor Department July 1. President's comprehensive manpower program sent to Congress Aug. 12. Hearings on Administration's "Philadelphia Plan" scheduled for Aug. 26, 27.

Environment

Cabinet-level Environmental Quality Council established by executive order May 29; subcommittees named June 20 on solid waste, auto pollution, noise, toxic substances. Citizens' Advisory Committee on Environmental Quality formed May 29 with Laurance S. Rockefeller as chairman. Interior Secretary Hickel announced long-delayed plan for financing water pollution treatment plants July 15. New offshore oil and drilling regulations announced by Hickel Aug. 21.

Poverty

President announced multifaceted attack on poverty in nationwide television address Aug. 8 and in 3 messages and special statement to Congress Aug. 11-13. Included were proposals for reform of nation's welfare system with work incentives, refashioning of all federal manpower programs, start in federal revenue-sharing with states and reorganization of the Office of Economic Opportunity.

Hunger

Free food stamp distribution begun by Agriculture Secretary Hardin Feb. 21 in Beaufort and Jasper Counties, S.C. Wide-ranging antihunger program announced May 6 by President. Special White House consultant for nutrition, Harvard Professor Jean Mayer, appointed June 11. Edward J. Heleman named July 28 to head new Food and Nutrition Service, which is taking over Consumer and Marketing Service food aid programs. President's Aug. 8 welfare package aroused controversy over unclear future of food assistance programs.

Urban development

Operation Breakthrough, HUD's approach to industrialized housing production, announced May 8 by Secretary Romney; deadline for bids Sept. 19. Department has awarded \$228 million in model cities contracts to 35 cities this year; about \$800 million more will be available. Proposed regulations for mortgage-backed securities—aimed at attracting pension funds into housing—issued Aug. 15. President Aug. 7 proposed \$10-billion, 12-year federal loan and grant program to aid local mass transit systems; called for long-range contract authority financing instead of trust fund sought by nation's mayors.

Education

President said Aug. 12 he would not spend unbudgeted \$1.1 billion House voted for education July 31 if it brought total budget above \$192.9-billion ceiling for fiscal 1970 imposed by Congress. In controversial statement July 3 on school desegregation guidelines, Administration said it would not "lay down a single arbitrary date by which the desegregation process should be completed in all districts."

Tax policy

Having gained six-month extension of tax surcharge, Administration now faces major decisions on tax reform package (HR 13270) approved by House Aug. 7. President Aug. 13 sent Congress revenue-sharing plan to become effective in fiscal 1971.

Vietnam

President, on Asian tour, said July 30 in Saigon: "We have gone as far now as we can or should go in opening the door to peace, and now it is time for the other side to respond." Secretary of State Rogers Aug. 20 said U.S. forces eased pressure on enemy during summer combat lull. Rogers said troop withdrawals will continue.

Manned space flight

NASA achieved its goal for this decade July 20 when two U.S. astronauts landed on the moon. NASA Administrator Paine July 31 told a news conference the nation would be able to send a manned flight to Mars by 1981; Agnew endorsed flight July 16.

ABM, CBW

White House reportedly plans new cuts in fiscal 1970 military budget, to keep federal budget under \$192.9-billion ceiling. Defense Secretary Laird Aug. 9 endorsed Senate amendment to military procurement bill (S 2546) to restrict testing, storage, transportation of chemical-biological weapons. Train loaded with lethal surplus phosphene gas sold for industrial use arrived at Lockport, N.Y., Aug. 18 from Denver, Colo. Army Aug. 20 announced seven more shipments in next two months.

*Center for
Political Research*

P-Schnoff, Thomas R/2

file

18 April 1969

Mr. Goodwin:

STAT [] called to say that DIA received a letter from the
Center for Political Research asking all sorts of questions about
their budget, organization etc. DIA plans to ignore the letter.

STAT Also, [] head of the Center, was fired from the
Congressional Quarterly.

E.

STAT []

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MONDAY, MARCH 24, 1969

Center for
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Journal
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✓ Thomas N. Schroth today announced formation of the Center for Political Research and plans for a major new weekly publication, the National Journal.

Schroth said the Center intends to develop "a new dimension in reporting on government affairs" through unbiased, non-partisan political research and dissemination of information in publications, conferences, materials for radio and television, and special research under contract.

Schroth, former executive editor of Congressional Quarterly, will be director of the Center and editor of the National Journal.

He described the Center's program as a pioneering endeavor of systematic reporting on activities of the federal government and in national politics.

The Center, he said, will report not only the government's policies but also how the policies are made and implemented. It will focus on the interactions between units of government -- executive agencies, regulatory commissions, congressional committees, the courts -- and between government and pressure groups in Washington and between the federal establishment and state and local interests.

"The founding of the Center for Political Research is an unusual event in journalism," Schroth said. "Rarely, if ever, has a news enterprise begun on such a large scale. Spared the economic struggle faced by most beginning publications, we can and will concentrate, from the start, on providing high quality service. Eventual profit is a motive, but we also view our effort as a public service."